

The Marketing Mix, Customers' Attitude, and Purchasing Intention in Social Commerce with Internet Access as a Moderating Variable

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Abstract

Objective: Based on cognitive-affective-conative theory, this study aims to create an integrated model that investigates the effects of six marketing-mix components (cognitive) on purchase intention (cognitive) in social commerce (SC) via customer's attitude toward SC (affective).

Design/Methods/Approach: An online survey was used to facilitate the collecting data procedure. A structural equation model with partial least squares is employed to analyze valid data from 200 members of the SC store (Coulisses) who have never purchased in SC.

Findings The results from PLS analysis show that only two components of the SC marketing mix (SCMM) have significant effects on customers' attitude toward social commerce (Att.), which is social influence (SI) and SC needs (SCN). Moreover, customers' attitude toward SC value positively influences purchase intention (PI). Another finding from this research was that internet access (IA) could not moderate the relationship between Att. and PI.

Originality: This paper explained the overarching impacts of SCMM components on PI in SC, as mediated by Att. This study enriches the SCMM theory, which is scarcely discussed nowadays despite the rapid development of SC.

Practical/Policy implication: Practical implications are made for new and old online sellers who want to expand their channels. Sellers need to focus on the role of influencers in their trading business. Moreover, sellers should accommodate more product varieties at competitive prices and quality to compete with offline shops' products.

Keywords: Social Commerce, Marketing Mix, Customers' Attitude, Purchase Intention

JEL Classification: C30, M30, M31



I. Introduction

Facebook's 2020 launch of the Instagram Store specifically targets Amazon by blending e-commerce with the world's largest social media site. According to Unctad (2018), global social exchange demand is expected to increase at an increasing pace of 31.4 percent amid the COVID-19 crisis. By 2021, social spending will increase as customers stick to digital and e-commerce habits and conventional retailers quickly adapt to the post-COVID-19 climate. However, this growth has mainly occurred in industrialized countries such as the United States and China but not in developing countries such as Madagascar, where less than 15% of the population is on the internet.

Considering the Malagasy people's habit so far is to buy at traditional shops/markets, namely by seeing or trying the products directly, then buying them with cash. So online marketing to meet consumer needs is a challenge that marketers must consider. This is because consumers have more risk considerations when purchasing products online than considering conventional or offline product purchases (Hansen et al., 2004). Besides, introducing online purchasing patterns to consumers for fashion products requires a different marketing strategy from offline product marketing or any other online business. Peters et al. (2013) showed that fundamentally, social media are different from any conventional or other online media because of their social network structure and egalitarian nature. However, the challenge is successfully increasing consumer PI for a product on social media sites.

As a developing country, the Madagascar community began to recognize Social Commerce (SC) in the 2010s through Facebook. Recently, with the covid health protocol, more and more retailers have launched their products and services into SC. Through Facebook, SC has taken root in the Malagasy economy but is still in its early stages. Its market performance is not as good as in developed countries. Most people have not made SC their main choice to fulfill their shopping needs (Ihariliva, 2020). Based on the survey conducted by Le (2020) in an article entitled "L' e-commerce à Madagascar," 40% of internet users in the Urban region (where most of the e-commerce activities take place) have already made at least one purchase on e-commerce, and only 10% of them were truly satisfied from the transaction. In comparison, 60% continue to shun online commerce for various reasons. One of them is a lack of trust in e-commerce. Lee also stated that the first reason that slows down purchases in Madagascar is the lack of Internet Access (IA).

Based on those cases stated above, we adopted the SCMM concept to resolve the main problem of SC in Madagascar. This concept is adopted from the following literature. According to Kartawinata et al. (2020), in their research result, the green marketing and consumer attitudes have a favorable influence on the purchase intention of green products. It is also stated that customers' attitudes can mediate the green marketing mix on the PI. Zaremohzzabieh et al. (2020) carried out research that aims to combine the model of Green Purchase Behavior (GPB) and the theory of attitude (TPB) in a meta-analytical way. According to the findings, consumer attitude played a mediating role in the creation of green purchase intent. Based on the research limitations, future research may compare the predictive power of different models in describing customer preferences and PIs and take into account unique moderators. Another study conducted by Wu & Li (2018) investigates the efficacy of a Social Commerce Marketing Mix (SCMM) in comparison to a typical internet marketing mix.

In SC, we investigate customer value and look for Customer Loyalty (CL) antecedents. SCMM is the stimulus in this model, while SC customer is the organism, and CL is the reaction. The essential idea is that the construction of CL starts with the input of SCMM stimulus, then moves via the SC value organism process, and lastly to the output of loyalty response. According to the findings of partial least squares research, all elements of the SCMM, namely: social capital (SCap.), SC convenience (SCC), social influence (SI), SC risk (SCR), and cognitive capital have a major impact on SC customer value.

Furthermore, SC consumer value affects SC customer loyalty favorably. The research implication indicates that replication studies are needed to improve the study's generalizability and data representativeness. Therefore, longitudinal experiments are needed to confirm the causality of the structures in the proposed study model. Based on these research gaps, this study is carried out to explore all the components of SC marketing mix, the consumers' attitude, and the PI with a specific moderating variable. It is expected that this study can offer some new solutions to the problems in Madagascar's SC.

In this research, we examine the feasibility of the marketing mix of SC that varies from the conventional mix of online marketing. We analyze the customers' attitudes in SC and define the antecedents of purchasing intention. A simple model is built in Figure 1 based on the cognitive, affective, conative model (Addison & Chou, 2003). In this model, we assume that customers' attitudes may be a proxy for the affective phase of SC. Also, SCMM components may assess the cognitive nature of SCMM, but these components are scarcely discussed in the literature. As SC becomes part of our lives, the absence of associated SCMM analysis encourages us to explore SCMM and how this combination influences the buying intent by the attitude of consumers in SC.

2. Literature Review and Hypotheses Development

2.1. Cognition–Affect–Conation Model

The cognitive-affective-conative paradigm establishes a solid foundation for considering the three major phases of the purchasing process for consumers: cognitive (thinking), affective (feeling), and conative (doing) (Hazel & Kang, 2018). Consumers become aware of the brand and collect information about it at the cognitive stage. Consumers move on to the affective stage after being educated about the brand and having positive or negative emotions toward it. The emotions of customers are then transformed into actions in the conative stage.

The concept has been applied to several scholars' contexts of fashion consumption. Hazel and Kang (2018) studied consumers' cognitive, emotional, and conative responses to learning about a fashion brand's corporate social responsibility (CSR) activities through social media. The study found a relationship between cognitive beliefs (i.e., perceived quality of a company's CSR and brand trustworthiness) and affect (i.e., brand likability), and then between affect and conative phases (i.e., purchase intentions and social media word-of-mouth intentions). In a similar study, Jung and Seock (2016) investigated how poor CSR and management reputations impact customers' fashion buying decisions. They also found that the cognitive (i.e., perceived product quality and brand awareness), emotional (i.e., attitude), and conative (buy) components all had causal links. Although this hierarchical causal model was developed and is mostly used in the advertising literature, researchers have argued that it can be used for purposes other than evaluating the effectiveness of stimuli because it explains the series of steps consumers take from brand awareness to purchase readiness (Sinh 2013)

Derived from the cognition–affect–conation model's framework., in this research, SCMM is conceived as the cognitive in this model when the consumers' attitude is the affective and the conative is purchasing intention. The cognition–affect–conation theory establishes a solid foundation for recognizing the three core phases of the purchasing process for consumers: cognitive (thinking), affective (feeling), and conative (doing). The core proposition (Figure 1) is that the formation of purchasing intention begins with the input of SCMM as a cognitive, followed by the process of customers' attitude as an affective. Finally, it results in the output of purchasing decisions as a conative. In prior studies, Yarimoglu & Guna (2020) point out that attitude is one of the frameworks that best describes consumers' buying intention. Besides, Fenitra and Haryanto (2019) asserted that consumer intention to purchase a particular product could be explained by the degree of their positive attitude toward the product or service.

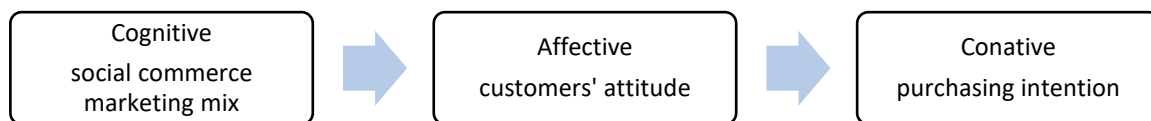


Figure 1. Simple Model based on Cognitive, Affective, Conative Theory

2.2. Marketing Mix in SC: From 4Ps to 4Cs and now 6Ss

The mix of 4Cs in customer-oriented niche marketing strategy has questioned the 4Ps marketing mix used by conventional mass marketing strategy: customer's needs, cost, convenience, and communication, which correlate to product, price, place, and promotion in 4Ps. Both brand choices are made with the needs and desires of customers in mind. In addition, the STP method of segmentation, targeting, and placement is incorporated into a company's marketing strategy. Marketers should use the STP process to develop marketing campaigns and choose the 4Cs of the marketing mix to create a dialogue with customers (communication), determine what the buyer actually wants to purchase (consumer needs), reduce the overall purchasing cost to meet what a customer wants (cost), and make it easy for consumers to get the products/services (convenience) they want (Londhe, 2014). The power of influence shifted from advertisers to users shortly after introducing social media in the early 2000s (Hoffman, 2010). Several online consumption communities have arisen over the internet, generating a vast economy in the global customer market and spawning a different type of mobile trading business model – SC. In this case, people trust feedback and word-of-mouth from family, colleagues, and other online contacts rather than commercial tweets from advertisers. It is also stated by Liu (2022) that customers that utilize social media in their daily activities have better purchase habits and a smoother shopping experience.

According to Ellison et al. (2007), a suite of Social Network Service-related relational networking practices allows social interactions between individuals and organizations, which can be economically useful. The exchange of information and awareness in this space greatly affects the growing consumer's ability to use SC platforms. The more content is exchanged, the more connections and transactions will be, and SC platforms will rise in popularity. The lack of information sharing, on the other hand, leads to a lack of wealth and the demise of the SC network. Safwa Farook & Abeysekera (2016) revealed that the kind of media and content of postings had a major impact on online customer engagement. It also stated that the more the impact of social media marketing, the greater the level of client involvement. As a result, it is important for businesses working in the area of SC to investigate knowledge-sharing causes. Social

capital (SCap.) is one of the most important aspects of knowledge exchange. Individuals should use SCap to reach a shared consensus and push them to strive for common interests (Ghahtarani et al., 2020).

Various previous studies have been conducted on SCap and its effect on customers' attitudes. Asri & Dwita (2021) investigated the impact of credibility and social capital on EWOM and attitude as a mediation variable among Gen Z TikTok users in Padang City. According to the findings, Social Capital has a strong beneficial influence on Attitude. The importance of channel qualities that social media capital in the process of consumer interaction is also evident in the profound impact on attitudes and direct influence on attitudes, according to Gvili & Levy (2018). Those findings are supported by Shaqrah et al. (2013), which revealed that SCap in organizational information sharing improves customers' attitudes. Another research from Smit (2017) examined the relationship between strong network ties and a high level of network resources, and the individual's attitude towards sharing tacit knowledge. The results stated that systemic SCap positively influences an individual's attitude toward tacit knowledge sharing. Their attitude toward tacit knowledge sharing positively influences the individual's intention to share tacit knowledge. This takes us to the first hypothesis, which is:

H₁: SCap. has a positive effect on attitude

Regarding SID or Social identity, Gazi Islam (2014) discovered that computer-mediated communication, such as social discussion, complexity, and intimacy, can help people self-categorize themselves as in-group members. According to SID theory, SIDs is a three-step mechanism that starts with social categorization, group polarization, and eventually self-stereotyping (Tajfel, 1974). Social categorization arises when both the self and others are perceived, identified, or remembered as members of distinct social classes. Community polarization is activated until categorization happens, and the normal, standard, or symbolic traits, attitudes, and norms that characterize and separate one group from another are determined. As a result, based on Belavadi & Hogg (2019), groups are more likely to be perceived as homogeneous, archetypal, or stereotypically extreme. Finally, self-stereotyping occurs when the self is assigned to the group's assumed characteristics and standards. In other words, SID with a comparison group of individuals can cause a person's attitude to become essential if the group's rights or privileges are considered to be in jeopardy. When a customer identifies with a social cause, he or she has a favorable view of it. However, this may not be totally accurate. An individual may identify with a cause yet have a negative attitude toward individuals in charge of the cause and related marketing initiatives for various reasons (Mendini et al., 2018). As a result, it becomes important to assess how much a consumer's identification affects their attitude toward the cause and their desire to buy a product from the partner firm (Duarte & Silva, 2020). As a result, although it is a rather clear theory, we argue that:

H₂: SID has a positive effect on attitude

On the other hand, the push mode refers to contact received by a network member from other network participants. It is exogenous and typically determines an individual's value experience through SI. This is how participants can influence the consumer actions of others through overt contact mechanisms (Gama et al., 2020). According to Prislin & Wood (2015), individuals adapt their behavior to match the needs of a social context, which is referred to as SI. Conformity, obedience, socialization, persuasion, leadership, peer pressure, sales, and marketing are examples of conformity. SI is usually the outcome of a specific action, demand, or request. However, people's attitudes and behaviors can also be influenced by what they believe others are doing or thinking. SI has been explained as a subjective norm by the theory of reasoned action and extended to technological adoption models. Conforming to one's own decision is an internalized social mechanism in which a person retains assumptions about his behavior; conforming to optimistic self-expectations creates a feeling of self-esteem or self-approval, while nonconformity contributes to feelings of fear or remorse.

Furthermore, SI may be informational, referring to the tendency to recognize facts received from another as proof of truth (Silverman et al., 2016). In this study, SI is described as the overt or implied belief that an individual's behavior is conditioned by how significant others perceive him or her due to that behavior. Therefore, this thesis expands the connectivity aspect of the 4Cs into three engagement components of SCMM: SCap., SID, and SI. According to Rahman et al., (2020), in their study on Factors Influencing Use of Social Commerce conducted in Indonesia, social influence is one of the most influential factors in social commerce. It is also indicated in the findings of Hu et al. (2019) that a user's decision and the performance of SC can be influenced by the depth of the social help relationship and the consistency of the partnership.

H₃: SI has a positive effect on attitude

Customer needs refer to a consumer's desire for a product category's unique benefit on a functional or emotional level during a certain moment or scenario (Ennew et al., 2017). Focusing on consumer buying practices is important in evaluating the marketing plan for goods or services in the SC sense. Consumer interests include the principle of customer motivation, which motivates customers to purchase goods or services that satisfy their conscious and implicit desires. Since needs can drive an individual's motivation and behavior, a social seller can consider these needs in order to draw buyers one by one with what they want to buy (Chiang & Hsiao, 2015). There are two categories of needs, according to Solomon (2017). The first is utilitarian, which refers to a desire to attain physical or actual benefits, such as losing weight by following a diet. The second is hedonistic, which comprises experiencing emotional reactions and imaginations, having unforgettable experiences, and achieving one's goals. This is supported by the argument of Rintamäki et al. (2006), who stated that utilitarian and hedonic motives are typical in the customer-needs portion. However, social

motivation is also present in the SC context. As a result, Wu & Li (2018a) propose in their research that consumer needs in the SC sense be expanded to include not only the two product/service-related needs but also community-related social needs; these three categories of needs, taken together, form the SC needs (SCN). Besides, according to Ennew et al. (2017), there are several links between wants and other variables linked to an individual's personality and features. According to Yang & S. Mattila's (2014) research, when confronted with less affluent consumers' imitating habits, Parvenus (high) have a more negative view toward their favorite luxury goods companies than luxury hospitality brands. Patricians (low), on the other hand, show equal amounts of attitude shifts when it comes to both categories of luxury brands. The components have an effect on human lifestyle and behavior (the diversification of needs depends on an individual's living conditions), which is largely determined by the nature of needs. In the course of forming attitudes, social psychology stresses the importance of needs. This argument takes us to the next hypothesis:

H₄: Social commerce needs (SCN) have a positive effect on attitude

Regarding the cost in the 4Cs, it illustrates the fact of the total cost of ownership (TCO), which covers both monetary (commodity cost, transportation cost, etc.) and non-monetary costs (search, bargain cost, etc.). The TCO is a financial calculation that consumers will use to determine the direct and indirect costs of a good or service. However, purchasing a commodity in a B2C environment entails more than just TCO; it also entails risks. For instance, the transaction cost is incurred during economic trade, followed by shopping expenditures and secret dangers such as negotiating costs and contract violations (Lu & Peng, 2019). In the SC sense, C2C commerce has a lower overall ownership expense. However, the costs (such as fake information and fraud risk) are far higher than B2B or B2C commerce. SC, in particular, increases the quantity of a single purchasing order from a population of consumption whose participants share the same demand; this increases the group's bargaining power and provides consumers with the advantage of lower processing prices.

On the other hand, purchasing products in SC is riskier; consumer threats include data breach, system protection, fraudulent conduct, credit card fraud, and product risk (e.g., fake product, not original, etc.). Several studies have been held on the risk perception of online shopping toward attitude. Hsu & Minh Luan MBA (2017) stated a positive relationship between general perception of risk and attitude toward online shopping. In addition, Ariff et al. (2014) found that product risk, financial risk, and non-delivery risk are all risky and have a negative effect on online shoppers' attitudes. Convenience risk was discovered to have a positive impact on user perceptions, suggesting that online customers of this site trusted the online seller and had fewer problems with the site. It also means that buyers are unconcerned with non-convenient facets of online retail, such as how returned items are managed and how the consistency of products displayed on the online seller's website is measured. The mindset of online shoppers has a major and optimistic impact on their online shopping behavior. Tingchi Liu et al. (2013) supported this statement that Consumers' opinions toward online group buying are highly influenced by three elements that combined reflect the initiator's trust (perceived reputation, website trustworthiness, and structural assurance).

H₅: SCR has a positive effect on attitude

It also entails an additional social risk: relationship dispute. When a member of the Apple group purchases a Samsung product, for example, he or she is likely to be scrutinized by other members of the community, resulting in alienation. In the inaccurate SC sense, the risk may be viewed as a more effective indicator of a customer's level of concern about the result of a buying decision. Danger has a substantial negative effect on intention and real online shopping activity, according to previous studies conducted by Kamalul Ariffin et al. (2018). On the other hand, Vijayasarith (2002) found no cost impact on purchasing intention. As a result, it is recommended that the cost portion of the 4Cs be extended to include SCR, which includes commodity, financial, and social costs.

Apart from that, social media provides users with ease by allowing them to easily enter various social networks to buy without having to leave their preferred social network. This makes it possible for a buyer to shop for more of the items he or she needs and more comfortable and enjoyable. Customers can now easily communicate with one another and share insights about their product/service experiences. As a result, in this analysis, based on Wu & Li (2018a), the writer proposes to add SCC to the 4Cs convenience component. A previous study has been conducted on the convenience of online shopping. Marza et al. (2019) stated that the convenience of online shopping indirectly affects the consumers' attitude through enjoyment. Precisely, convenience has a significant effect on enjoyment, which then affects consumers' attitudes. Similarly, Tat et al. (2018) on their research entitled "Online shopping convenience and repurchase intention of Mudah.my" revealed that all the convenience components studied have a positive effect on attitude toward online shopping. This brings us to the next hypothesis, which is:

H₆: SCC has a positive effect on attitude

2.3. The Relationship between Attitude and PI

In this study, attitude is described as a consumer's appraisal of purchasing by SC. Intentions, according to TRA, are the product of one's attitude toward a certain activity: the more optimistic one's attitude toward a behavior, the stronger one's intention to indulge in the behavior (Amaro & Duarte, 2015; Fenitra et al., 2021). Suppose the consumer's opinion of online shopping is favorable. In that case, it is estimated that the consumer's desire to shop at online retailers will increase. Furthermore, according to another study conducted by Nabot et al. (2014), attitude toward a behavior is

one of the factors that influences purchasing intention both directly and indirectly. As a result, the searcher concluded that customer attitude and the PI on SC are linked in the current study.

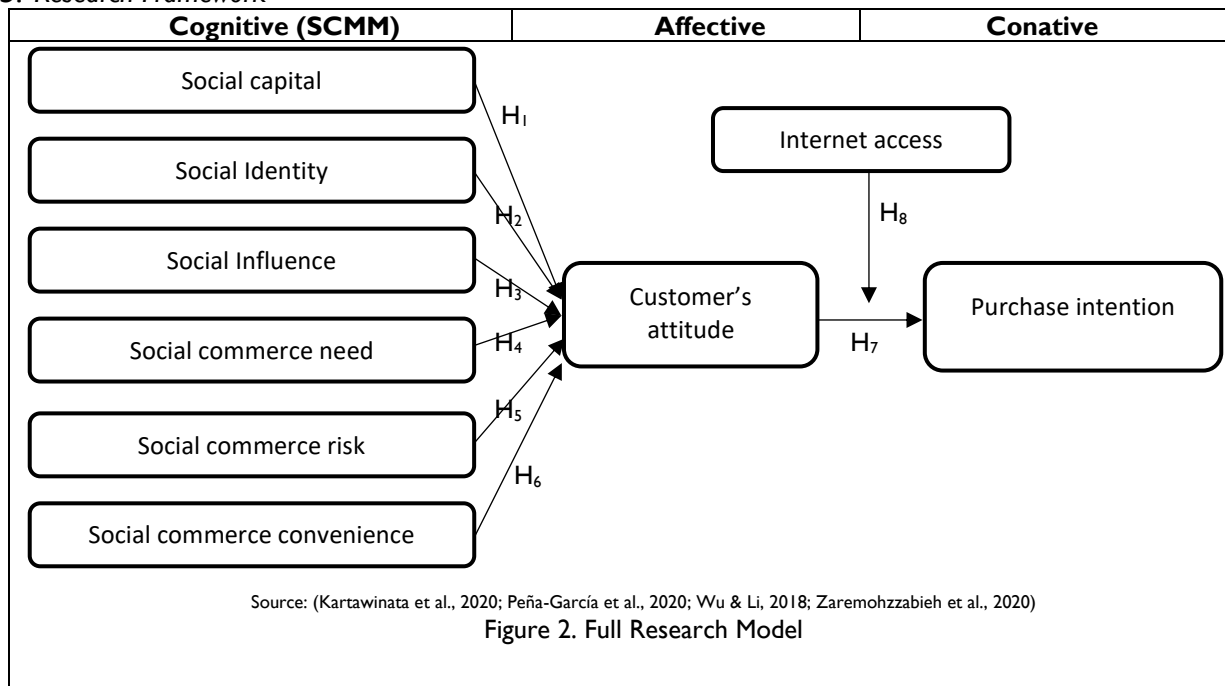
H₇: Attitude has a positive effect on SC's PI

2.4. The IA as a Moderating Variable between Attitude and PI

Internet accessibility has an important role in the smooth running of the business. Especially with the current condition of Covid, all matters, including the buying and selling of a business, should be done through a net to comply with physical distancing. So, in this research, IA is considered to strengthen or weaken the relationship between attitude and PI. Urumsa (2015) stated that facilitating conditions such as appropriate hardware, software, and internet accessibility positively impact the e-services. This argument is corroborated by Soto-Acosta et al. (2014), who examines the effect of information overload and information disorganization on customer perceived risk and PIs online in an integrative model. The research results reveal that there is a positive relationship between customer PIs on e-commerce and internet experience. Another research by Nabot et al. (2014) examines the variables influencing consumers' choices and behaviors toward online shopping in Jordan. The findings indicate that low levels of familiarity with using the internet and shopping websites for shopping and a lack of existing IT infrastructure influenced attitudes toward online shopping and intention to buy online. IA is a moderating variable that can affect the relationship between a customer's attitude and PI in this research. The searcher assumed that the higher the IA is, the higher the PI will be.

H₈: IA moderates the relationship between attitude and PI

2.5. Research Framework



This study develops a research model focused on the theory of mind to examine how the components of SCMM (cognitive) affect purchasing intention in SC (conative) through the attitude of SC consumers (affective). This model was based on previous research gaps and recommendations (Kartawinata et al., 2020; Peña-García et al., 2020; Wu & Li, 2018; Zaremohzzabieh et al., 2020). This study is carried out to explore all the components of the SC marketing mix, the consumers' attitude, and the PI with a specific moderating variable. Therefore, in this study, we describe SCMM components of 6Ss (Social Capital, SID, SI, SCN, SCR, and SCC) as predictors of consumer attitudes in SC based on the internet marketing combination of 4Cs for individual consumers (Venkatesh et al., 2003). This value is then hypothesized to be the determinant of PI, which is moderated by the IA (Nabot et al., 2014). In the study model, the researcher also defines one control variable to reduce their potential effects on PI: internet experience. This variable (experience) was adapted from Bolto's (1998) duration of service, which is closely related to respondents' SC experience.

3. Method

3.1. Population and Sample

The target population of this research is the people of Madagascar, specifically in the central region. The region has 7,690,680 inhabitants, almost 30% of the Malagasy population (INSTAT, 2022). Based on Lee (2020), almost 70% of e-commerce, including SC in Madagascar, occurs in this region. Individuals who have never purchased in SC were the

first demanded criteria. To ensure that the respondents were from the national cultures studied in this research, participation was voluntary and restricted to customers born and raised in Madagascar. A filter query was also proposed at the beginning of the study, asking if they have already purchased something through SC to decide whether they fit in this study. People above 18 years of age who had at least a high school degree and owned a Facebook account were eligible to participate in the analysis. Hair Jr et al. (2010) suggested that the minimum sample size is five observations for each estimated parameter. In this study, the estimated parameter is 37, so the minimum sample size must be 185 respondents (37 parameters x 5 observations). Thus, the sample stood at 200, above the minimum sample size.

3.2. Data Source and Collection Techniques

The data used in this research were collected using a survey questionnaire. Before sending the questionnaire to all 200 respondents, we conducted a pre-testing procedure on 30 respondents to validate the accuracy of the measurements. There were some modifications to the questionnaires based on the feedback received from the pre-testing. Two different techniques were combined to collect the data: first, respondents were asked directly through chatting on a messenger application. Second, online survey questionnaires using Google forms were used to reach respondents from other cities to reduce the time-wasting because of the distance. The original questionnaire is written in English, but we used a French translation for the respondents in order to be able to collect the relevant answer from the Malagasy respondents.

3.3. Data Analysis and Instruments

The structural equation model (SEM) is a technique for estimating causal relationships that applies a combination of statistical data and hypotheses (Fenitra et al., 2021b). There are two types of SEM techniques: (i) covariance-based techniques and (ii) variance-based techniques. Variance-based techniques use partial least square (PLS). The analysis technique used in this research is the Structural Equation Model (SEM) based on Partial Least Square (PLS). PLS is a predictive technique that can handle many independent variables, even if there is multicollinearity between these variables. There are two stages in research using SEM PLS. The first is to design a measurement model (outer model) at this stage to test the validity and conformity between indicators. The second stage is to conduct a structural model test to determine whether there is an influence between variables/correlations between constructs as measured by the t-test of the PLS itself (Hair Jr et al., 2010). All this analysis is conducted on AMOS software.

3.4. Measurement Development

A questionnaire with nine parts was created to validate the study model empirically: SCap., SID, SI, SCR, SCC, customers attitude in SC, PI. The bulk of the questionnaire's calculation elements was translated from the literature. Tsai & Ghoshal (1998) and Chiu et al. (2012) modified elements for calculating SCap., such as STC, CC, and RC, to suit the SC context. Then, based on McMillan & Chavis (1986), products for measuring SID were developed. Venkatesh et al. (2003b) provided the items for measuring SI. The measurement objects for SCR were created using Stone's (1993) concepts. The products for calculating SCC were adapted from (Berry et al.'s 2002) proposed convenience theory. Moreover, items for the second-order, attitude and PI, were measured based on the concept of Peña-García et al. (2020). Finally, the moderating variable (IA) was adapted from Omotayo (2006).

4. Results and Discussion

4.1. Demographic information sample

The data used in this study were collected from 200 respondents. Table I shows the demographic information of the sample.

Table I. Demographic information sample

Variable	Items	Frequency	Percentage
Age	18 - 25	90	45
	26-35	93	47
	36 and above	17	9
Gender	Male	50	50
	Female	50	50
Occupation	Student	106	53.0
	Employee	94	47.0
Education level	High school degree	37	18.5
	Bachelor degree	83	41.5
	Master degree	71	35.5
	Doctorate	9	5

Table 1 shows that most respondents were between 26 and 35 years old, representing 47 percent of the sample, 45 percent aged between 18-25, and 9 percent aged over 36. It is also shown that the sample in this study is equally divided, namely 50 percent women and 50 percent men. Apart from that, the sample in this study was dominated by 106 students accounting for 63.3 percent of respondents. The remaining respondents were 94 employees, namely 47 percent of the sample. Finally, most respondents were undergraduate students who represented 41.5 percent of the sample, followed by master's degree students who accounted for 35.5 percent. The rests are high school graduates and doctoral students, 18.5 percent and 5 percent, respectively.

4.2. Assessment of Validity and Reliability

Validity and reliability tests were carried out to assess the consistency and compatibility of the data and measurements (Byrne, 2016). The validity was tested by convergent and discriminant validity. In contrast, the reliability was tested by Cronbach's Alpha and C.R., namely composite reliability, see Table 2. To perform convergent validity, each item must have a loading factor above 0.7. For exploratory research, a loading factor of 0.6-0.7 is still acceptable (Yana et al., 2015). The average variance extracted or AVE value should be above 0.4. Reliability is assessed by the level of C.R., which must be above 0.5, and the Cronbach Alpha value should be at least 0.5 (Fang et al., 2017).

Table 2 shows that each item meets the required criteria. Each indicator has a loading factor above 0.6, ranging from 0.63 to 0.847. Then the AVE value for each variable is well above 0.4, ranging from 0.683 to 0.887. Furthermore, the composite reliability (CR) value on each construct exceeding 0.5 ranged from 0.531 to 0.918. The Cronbach's Alpha value of all constructs exceeding 0.5 ranged from 0.573 to 0.864. This shows that the measurements used in this study are accurate and follow the research objectives. In other words, the data is in accordance with the hypothesis.

Table 2. CFA Results (Test of validity and reliability)

Variables	Loading factors	AVE	C.R	Cronbach Alpha
Social capital		0.722	0.531	0.684
SCap 1	0.715			
SCap 3	0.728			
Social identification		0.683	0.515	0.665
SID 1	0.784			
SID 2	0.637			
Social influence		0.812	0.792	0.851
SI 1	0.847			
SI 2	0.827			
SI 3	0.758			
Social commerce need		0.812	0.766	0.573
SCN 1	0.827			
SCN 2	0.847			
Social commerce risk		0.887	0.852	0.763
SCR 1	0.76			
SCR 2	0.812			
Social commerce convenience		0.854	0.887	0.818
SCC 1	0.658			
SCC 2	0.768			
SCC 3	0.751			
SCC 4	0.739			
Attitude		0.834	0.814	0.782
ATT 2	0.692			
ATT 3	0.724			
ATT 4	0.63			
ATT 5	0.739			
Purchase intention		0.865	0.918	0.864
PI 1	0.738			
PI 2	0.743			
PI 3	0.65			
PI 4	0.787			
PI 5	0.827			

*Note: item deleted due to loading factor <0,60

4.3. Discriminate Validity

Discriminant validity is a cross-loading factor value useful for determining whether a construct has an adequate discriminant, namely by comparing the loading value on the intended construct, which must be greater than the loading value with other constructs (Byrne, 2016). To determine the value of discriminant validity, a comparison is made between the values of the square root of average Variance Extracted with cross-loading with the indicator, see Table 3. If the value of the SR of the AVE construct is greater than the value of cross loading, it can be said to have good discriminant validity (Ab Hamid et al., 2017). Besides, the correlation value between latent variables should not exceed 0.8 (Bashir et al., 2019).

Table 3. The Correlation Coefficient and Squared Root Average Variance Extracted

	IA	PI	ATT	SCC	SCR	SCN	SI	SID	SCAP
IA	0.042								
PI	0.12	0.492							
ATT.	0.103	0.475	0.564						
SCC	0.087	0.29	0.39	0.499					
SCR	0.062	0.102	0.101	0.103	0.35				
SCN	0.111	0.369	0.357	0.352	0.186	0.494			
SI	0.044	0.277	0.366	0.225	0.063	0.214	0.778		
SID	0.046	0.341	0.383	0.301	0.037	0.329	0.418	0.782	
SCAP	0.04	0.239	0.332	0.2	0.047	0.248	0.363	0.573	0.528

* Note: square root of average variance extracted (AVE) is displayed on the diagonal of the matrix; correlations between constructs are shown diagonally.

Table 3 shows that all correlation values are lower than 0.8 and do not exceed the SQTAVE value, so each variable can be said to have no multicollinearity. Apart from that, indicators from different constructs do not have a high correlation, so the evaluation of discriminant validity has been fulfilled following the recommendation of Bashir et al. (2019)

4.4. Hypothesis Test

The next test is hypothesis testing. This hypothesis test is carried out by looking at the t-statistics, p values, and original samples generated from the inner model in PLS. The t statistic and p values indicate whether or not the relationship between constructs is significant. The hypothesis can be accepted if the t statistic > 1.65 (significance level 5%) (Hair Jr et al., 2010). The following are the results of the coefficient of influence and the value of t-statistics based on the structural model.

Table 4. Hypothesis Test Result

		β	S.E.	t-value	p	Result
H ₁	Social capital → Attitude	0.118	0.23	0.514	0.607	Not Supported
H ₂	Social identity → Attitude	-0.019	0.213	-0.088	0.93	Not Supported
H ₃	Social influence → Attitude	0.16	0.074	2.156	0.031	Supported
H ₄	Social commerce needs → Attitude	0.586	0.298	1.967	0.049	Supported
H ₅	Social commerce risk → Attitude	-0.166	0.133	-1.242	0.214	Not Supported
H ₆	Social commerce convenience → Attitude	0.262	0.178	1.476	0.14	Not Supported
H ₇	Attitude → purchase intention	0.828	0.104	7.994	***	Supported

* Note: *** p < 0.001

Based on the data in Table 4, only the SI and the SCN can significantly affect the attitude. It is also shown that the relationship between attitude and PI shows a significant relationship because the t statistic value is 7,994, where this value is greater than 1.65. Then, for the p-value of 0.000, where the p values meet the conditions < 0.05. The original sample value is positive, indicating that the relationship between customers' attitudes toward SC and PI has a positive direction. It can be concluded that the relationship between customers' attitudes toward SC and PI has a positive and significant direction.

Then, the analysis results on the moderator variable can be seen in table 5. The table shows that in both low and high conditions, t-value > 1.65, p-value < 0.05, and the original sample value is positive. This indicates that the moderator variable significantly influences the interaction between customer's attitude toward SC and PI. Although, there is no significant difference between low and high conditions. This is indicated by the low value of chi-square differences, 4.192/12. Therefore, hypothesis 8 (H₈) is rejected.

Table 5 Structural Analysis Model: Moderating Role of IA

		β	S.E.	t-value	p
Low	Attitude → Purchase Intention	0.823	0.094	8.756	***
High	Attitude → Purchase Intention	0.84	0.128	6.539	***
Chi-squared differences	4.192/12				

4.5. Discussion

Based on the results of hypothesis testing, it can be concluded that SCap. has no significant effect on customers' attitudes toward SC, so H_1 is rejected. The average result of the indicators used to measure this variable also shows that the members in the SC group do not have a bond with each other where this bond is based on the values of trust, norms, and social networks. This happens because SC on Facebook in the form of a page is not intended to socialize between one member and another. However, it is intended for business purposes only. The members do not really care about what happens on their SC page. For example, if a member has difficulty shopping for goods, other members tend to be indifferent to the incident. This is not in line with the research conducted by Smit (2017), which states that systemic SCap positively influences an individual's attitude toward tacit knowledge sharing. Their attitude toward tacit knowledge sharing positively influences the individual's intention to share tacit knowledge.

Based on the results of data processing from the results of questionnaires obtained from 200 respondents who were included in the SC group, the respondents in this study varied greatly, ranging from ages 18 to 40, each of which certainly had different thoughts and habits which are different. Even though they are included in a SC group, they do not have a sense of belonging or do not feel involved with other members' activities. They enter the group only at certain times, namely when looking for their shopping needs. Based on the average result of all the indicators being used, each member has no intention of being friends, so there is no mutual linking between each member. Because, back to the statement above, this Facebook page is only aimed at selling products to followers, not being used as a place for members to discuss or interact. So actually, in this research, whether high or low SID is formed will not affect the customer's attitude toward SC. Because, back to the statement above, this Facebook page is only aimed at selling products to followers, not being used as a place for members to discuss or interact. Different from that found by Haobin et al. (2014) in his research on the influence of SID on the attitude of the residents towards tourism development which states that Hong Kong citizens' attitudes toward tourist development were influenced by their perceptions of good and negative consequences, SID, and perceived cultural remoteness.

The findings also indicated that SI has a significant positive effect on customers' attitudes toward SC, so H_3 is accepted. This shows that each member in the SC group has the power to influence other members to use SC. This happens based on product reviews, shopping experience, frequency of purchase, etc. So the higher the SI, the higher the customer's attitude toward SC. According to Gunasti & Ross (2009), it is rare that consumers have complete and comprehensive information about what they make judgments about. Thus they utilize a range of inferential tactics to fill in the gaps in their product knowledge before making decisions. Therefore, SI in this research plays a very important role in shaping customer attitudes. This is in line with Nafees et al. (2021) research, which states that consumers' attitudes regarding the endorsed brand are expected to improve as social media influencer power grows. This might be because, as social media influencer power grows, customers are more inclined to project personal attributes of social media influencers onto the advertised business(s).

Apart from SI, the SCN also has a significant positive effect on customers' attitudes toward SC. SCN is very related to the product's price, uniqueness, and quality. In this research, most of the respondents tend to look for a product that is economic, different from other products in the traditional market and has a good quality. This is in line with the findings of Alex Sander & Japutra (2021), which said that perceived quality has a significant effect on consumer attitude. When the quality of the items fulfills the consumers' expectations, they have a positive attitude about the products and are willing to purchase them. Aside from that, product uniqueness can also affect attitude.

Moreover, the relationship between SCR and customers' attitudes toward SC has a negative and insignificant effect, so that, Hypothesis 5 (H_5) is rejected. The findings of this study back with the research of Marza et al. (2019), which found that customer attitudes toward online shopping are unaffected by perceived risk. The danger is that there will be a mismatch between customer expectations and reality. As a result, when a product or brand fails to match expectations, consumers get anxious about it and develop a negative attitude about it, and vice versa. However, this research has had no substantial impact because the SC member has already trusted the seller. In a sense, the seller has won the trust of his group members probably through the number of followers he gets and also through the quality of service or satisfaction of members who have purchased.

The finding also says that the relationship between SCC and customers' attitudes toward SC has a positive and insignificant direction. This shows that most of the members have the habits to accomplish their shopping through the traditional way through the offline store so they don't rely on online shopping. This means that if they do not find the product they are looking for through SC, they do not stop there. They have to fulfill their need through offline ones. Moreover, it is hard for some of the members to decide which product fit for them without directly touching or seeing

the product in question. This happens especially when it comes to clothing products. Apart from that, the member does not really care about the time. Even though it is fast and easy to shop on SC, when members do not find items that match their needs, they will go to the offline store without considering the time that will run out. According to Mohammad Ali et al. (2020), some people would rather inspect things in person before purchasing them online.

Finally, it is shown that the relationship between customers' attitudes toward SC and PI has a positive and significant direction, so Hypothesis 7 (H_7) is accepted. This finding shows a direct and substantial association between consumer attitudes and PI, implying that an increase in consumer attitudes will have a major influence on the buy intention component. This is in line with Putra et al., (2017) finding that consumer attitudes have a direct impact on their intention to shop online. According to the results of the questionnaires, most of the respondents responds positively to all the questions. This means that buying through SC is a pleasant, attractive, and good idea. That positive attitude results in a positive intention as well. This means that they have the intention to buy if given the opportunity. Based on Siah Jaharuddin (2015), purchase intention is determined by attitude. A positive attitude leads to a positive purchase intention and vice versa.

The moderating effect of IA on relationship customer's attitude toward SC and PI shows a different result from previous research. In both low and high conditions, the influence of IA as a moderating variable between the relationship of customers' attitudes toward SC and PI remains the same. In other words, when a member already has a positive attitude towards SC, internet conditions (price, signal conditions, etc.) will not hinder his intention to fulfill his needs through purchases on SC. So, the more positive the attitude towards SC, the higher the PI of a member.

The results reveal that the SI significantly affects the customer's attitude toward SC. Therefore, sellers need to focus on the role of influencers in their trading business. Sellers can then hire celebrities or influencers on Facebook if they want to make their shop more attractive. Of course, it will increase members' attitude, which will then increase their PI as well. Furthermore, one of the most significant components of a customer's attitude toward SC is SCN. By knowing this, sellers can accommodate more product varieties at competitive prices and quality that can compete with products in offline shops. Apart from that, new sellers who want to open a shop in SC do not need to worry about the condition of IA in Madagascar because this will not limit the customer to buy if the product being traded meets the criteria according to customer needs. Indeed, there are still some research limitations: the limited number of respondents in the study population. The 200 respondents in this study are not large enough for model validation, so it may not fully reflect the SC population. This study should be replicated with more social customer data to increase the data representativeness. Apart from that, the research object is only one store in SC, and this research was conducted only on Facebook. We are worried that this cannot represent all online shops in social commerce. Further researchers can use SC platforms other than Facebook, such as Instagram, or other e-commerce websites by using multiple social commerce shops as object research.

5. Conclusion

Of all the components of SCMM, only SI and SCN has a significant effect on customers' attitude toward SC. This shows that each member in the SC group has the power to influence other members to use SC. It also indicates that most of the respondents tend to look for a product that is economic, different from other products in the traditional market, and has good quality, which positively affects the customer's attitude. Apart from that, the relationship between customers' attitudes toward SC and PI has a positive and significant direction. This shows a direct and substantial association between consumer attitudes and PI, implying that an increase in consumer attitudes will have a major influence on the buy intention component. Finally, IA cannot moderate the relationship between customers' attitudes toward SC and PI. In both low and high conditions, the influence of IA as a moderating variable between the relationship of customers' attitude toward SC and PI remain the same.

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Conflict of Interest

The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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